

WVLT-TV/WBXX-TV
EEO PUBLIC FILE REPORT
April 1, 2021 – March 31, 2022

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Technical Media Producer	1 - 11	10
Anchor/MultiMedia Journalist	1 - 11	7
Anchor/MultiMedia Journalist	1 - 11	7
Digital Content Producer	1 - 11	10
Meteorologist	1 - 11	8
Executive Producer	1 - 11	7
Producer	1 - 11	7
Producer	1 - 11	10
Chief Engineer	1 - 11	10
Account Executive	1 - 11	7
Producer	1 - 11	7
Account Executive	1 - 11	9
Creative Services Producer	1 - 11	7
Digital Content Producer	1 - 11	7
Creative Services Producer	1 - 11	7
News Director	1 - 11	10
Local Sales Coordinator	1 - 11	7
Photographer/Editor	1 - 11	5
Account Executive	1 - 11	10
Photographer/Editor	1 - 11	10
MultiMedia Journalist/Sports	1 - 11	7

WVLT-TV/WBXX-TV
EEO PUBLIC FILE REPORT
April 1, 2021 – March 31, 2022

II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	Collective Talent 1721 Richardson Place Tampa, FL 33606 813-254-9695 Contact: Michael Bille – bille@michaelsmedia.com Entitled: 5-23-11	Yes	0
2	Knox County Community Action Committee East Neighborhood Center 4610 Asheville Hwy. Knoxville, TN 37914 (865) 546-5125 Contact Person: Albert Nelson albert.nelson@knoxcac.org Jarrett Bush Jarrett.bush@knoxcac.org Entitled: 10-26-06	Yes	0
3	Disability Resource Center 9111 Cross Park Drive Bldg E Suite 135 Knoxville, TN 37923 (865) 637-3666 Contact Person: Katherine Moore – kmoore@drctn.org Entitled: 6-15-06	Yes	0
4	Knoxville Area Urban League 1514 East Fifth Avenue Knoxville, TN 37917 865-524-5511 (ext 215) Contact: Jackie Robinson – jrobinson@thekaul.org Entitled as of: 7-23-08	Yes	0
5	University of Tennessee Communications Job Board 333 Communications & UEB Knoxville, TN 37996 865-974-1567 Contact: Michael Martinez – mmarti82@utk.edu	No	5
6	University of Tennessee Career Services 100 Dunford Hall Knoxville, TN 37996 865-974-5435 Contact: Mary Beth Woodward – mbwoodward@utk.edu Andrew Hart – ahart2@utk.edu Entitled as of: 7-14-14	No	0
7	Gray TV Careers – www.gray.tv/careers Gray Television Recruitment Website <u>All job postings automatically posted to Indeed.com</u>	No	45
8	WVLT-TV website - www.wvlt.tv Contact: jobs@gray.tv	No	3

WVLT-TV/WBXX-TV
EEO PUBLIC FILE REPORT
April 1, 2021 – March 31, 2022

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
9	Non-Employee Referral	No	3
10	Station Employee Referral	No	16
11	WVLT/WBXX On Air Promotion Schedule WVLT Job Openings Order #1887260 Contact: chad.kennedy@wvlt-tv.com	No	0
	TOTAL NUMBER OF INTERVIEWEES OVER 12-MONTH PERIOD		72

WVLT-TV/WBXX-TV
EEO PUBLIC FILE REPORT
April 1, 2021 – March 31, 2022

III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participated in Career Fair	<p>On October 13, 2021, the station participated in a job and internship fair hosted by the University of Tennessee and sponsored by the College of Communications and Information. News Managers, Sales Managers and employee alumni participated in the job fair, meeting with upper- level students and recent graduates to discuss job opportunities with WVLT, as well as academic paths needed to obtain a job.</p> <p>The Tennessee Association of Broadcasters hosted two virtual Job Fairs April 26-30, 2021, and August 2-6, 2021. The News Director interviewed candidates through online team meetings. A TAB job fair promotional campaign ran on air and on the station website to encourage participation in the event.</p>
2	Host Job Fair	<p>WVLT along with other Gray television stations hosted several virtual job fairs providing students the ability to visit and meet directly with college students on campuses to discuss jobs in Journalism and the TV Industry. The WVLT News Director participated in the events as follows: April 9, 2021, University of West Virginia; and April 30, 2021 Furman University in South Carolina.</p>

WVLT-TV/WBXX-TV
EEO PUBLIC FILE REPORT
April 1, 2021 – March 31, 2022

3	Participate in Events Sponsored by Education Institutions relating to Careers in Broadcasting	<p>A WVLT Primary Anchor is the course instructor at University of Tennessee for the upper-level TV News Reporting (JREM411). These classes were offered during Fall 2021 and Spring 2022 semesters. This class is open to upperclassmen and designed to give students the tools needed to be successful multimedia journalists. In addition to reporting, classes are held on career pathing, networking, how to interview, how to develop your professional career personality profile and your resume reel. Class of 25 students.</p> <p>On April 29, 2021, both the WVLT Chief Meteorologist and a Primary Anchor participated a virtual meeting where they regularly serve on the University of Tennessee Journalism Advisory Board. This board reviews and works with journalism students to help bring real world broadcast experiences into the classroom.</p> <p>On October 12, 2021, WVLT General Manager taught a Media Leadership class at the University of Tennessee School of Communications. Topics discussed are what to expect when looking for a job in the field of broadcast journalism and leadership development. There are 15-20 Junior/Senior level students in each class.</p> <p>The University of TN Communications school held a career development event with speakers from different media outlets on April 7, 2021. WVLT Chief Meteorologist presented possible career paths through television news and weather. 60 senior level students participated.</p> <p>WVLT hosted three upper-level college students for a hands-on job shadowing experience as part of the UTK Big Orange Shadowing Program on January 14, 2022. The students experienced editorial meetings, reporting, producing and editing of the news product to promote interest in a local television news career path.</p> <p>Below is a listing of school visits for this reporting period which focused on an introduction to careers in Broadcast television. These presentations were conducted by our Meteorology team, News Managers and General Manager and are designed for students in Elementary, Middle and High school.</p> <table border="0"> <tr> <td>04/13/21</td><td>TN School for the Deaf</td><td>15 students</td></tr> <tr> <td>09/20/21</td><td>Del Rio School</td><td>85 students</td></tr> <tr> <td>09/24/21</td><td>Montvale School</td><td>40 students</td></tr> <tr> <td>11/10/21</td><td>Bearden High School</td><td>30 students</td></tr> <tr> <td>12/08/21</td><td>Midway Elementary</td><td>45 students</td></tr> <tr> <td>12/14/21</td><td>Claxton Elementary</td><td>60 students</td></tr> <tr> <td>01/31/22</td><td>Anderson County High</td><td>30 students</td></tr> <tr> <td>02/16/22</td><td>Rockwood High School</td><td>50 students</td></tr> <tr> <td>03/02/22</td><td>Rock Hill Elementary</td><td>20 students</td></tr> <tr> <td>03/07/22</td><td>Rockwood Middle</td><td>16 students</td></tr> <tr> <td>03/19/22</td><td>Holston Middle School</td><td>20 students</td></tr> </table>	04/13/21	TN School for the Deaf	15 students	09/20/21	Del Rio School	85 students	09/24/21	Montvale School	40 students	11/10/21	Bearden High School	30 students	12/08/21	Midway Elementary	45 students	12/14/21	Claxton Elementary	60 students	01/31/22	Anderson County High	30 students	02/16/22	Rockwood High School	50 students	03/02/22	Rock Hill Elementary	20 students	03/07/22	Rockwood Middle	16 students	03/19/22	Holston Middle School	20 students
04/13/21	TN School for the Deaf	15 students																																	
09/20/21	Del Rio School	85 students																																	
09/24/21	Montvale School	40 students																																	
11/10/21	Bearden High School	30 students																																	
12/08/21	Midway Elementary	45 students																																	
12/14/21	Claxton Elementary	60 students																																	
01/31/22	Anderson County High	30 students																																	
02/16/22	Rockwood High School	50 students																																	
03/02/22	Rock Hill Elementary	20 students																																	
03/07/22	Rockwood Middle	16 students																																	
03/19/22	Holston Middle School	20 students																																	

WVLT-TV/WBXX-TV
EEO PUBLIC FILE REPORT
April 1, 2021 – March 31, 2022

4	Participate in Events Sponsored by Community Groups interested in Broadcast Employment	<p>On February 10, 2022, The Emerald Youth Foundation of Knoxville held a Career seminar for inner city students which provided an introduction to careers including those in television news. A WVLT meteorologist spoke with about 30 students about career paths in broadcast and journalism.</p> <p>The Boys & Girls Club in Strawberry Plains hosted a career development session on September 24, 2021. WVLT Chief Meteorologist presented an introduction to careers in broadcasting including those in weather, news, sports and basic journalism skills. About 20 participated.</p>
5	Internship Program	<p>WVLT offers students enrolled in a college/university the opportunity to gain practical experience in a broadcast environment. During the reporting period the station had a total of 9 interns. Participation was as follows:</p> <p>Fall Semester 2021– Three students from the University of Tennessee participated in the internship and one from Mississippi State University. Three students were assigned in the News/Sports Department and one in the Weather Department.</p> <p>Spring semester 2022 - Four students from the University of Tennessee and one student from Mississippi State participated in the internships. Four students were assigned in the News/Sports Department and one in the Weather Department.</p> <p>Gray Television in concert with the University of Tennessee provided a student journalist fellowship during the Fall semester 2021 which focused on Bridging the Great Health Divide. This project was designed to equip the student to research and create content for the project, learning to work alongside of news producers, reporters, editors, and the digital team on the project.</p>
6	EEO Training	<p>On February 17, 2022, the WVLT General Manager, News Director, Marketing Director, General Sales Manager, Local Sales Manager, HR/Office Manager, Chief Photographer, and Production Supervisor participated in the FCC's Equal Employment Opportunity Rules webinar presented by Joan Stewart of Wiley Rein, LLP.</p>

WVLT-TV/WBXX-TV
EEO PUBLIC FILE REPORT
April 1, 2021 – March 31, 2022

7	Management Training	<p>On April 9, 2021, WVLT sponsored an “Experience Diversity” virtual banquet hosted by the UT Communication Department Inclusion and Diversity Leaders. The keynote speaker, Civil Rights Pioneer Theotis Robinson, Jr. focused on Diversity and Inclusion contributions in the community and how to be involved. WVLT Marketing Director, Local Sales Manager, News Manager, HR/Office Manager and News Reporter attended the virtual event.</p> <p>On March 2, 2022, the HR/Office manager attended an online training session provided by the Atlanta Broadcast Advertising Club which focused on recruitment initiatives in this era of the Great Resignation. A panel of HR representatives from the Broadcast Industry discussed the future of recruitment, marketing and outreach to job candidates.</p>
---	---------------------	--